

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 572219 /		<u>Alt Order #</u> 09780765
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 08/30/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NW80	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/23/12	10/29/12	M-F 5a-530a	5a-530a		:30			NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$335.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	6	10/23/12-10/29/12	M-F 5a-530a	5a-530a	MTuWThF----	:30		\$335.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
N 2	6	10/23/12	10/29/12	M-F 530a-6a	530a-6a		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	6	10/23/12-10/29/12	M-F 530a-6a	530a-6a	MTuWThF----	:30		\$415.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
N 3	6	10/23/12	10/29/12	M-F 6a-7a	6a-7a		:30			NM	7	\$4,095.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				10	\$585.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 6a-7a	6a-7a	MTuWThF----	:30		\$585.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
	7	6	10/23/12-10/29/12	M-F 6a-7a	6a-7a	MTuWThF----	:30		\$585.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
	8	6	10/23/12-10/29/12	M-F 6a-7a	6a-7a	MTuWThF----	:30		\$585.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
N 4	6	10/23/12	10/29/12	M-F 7a-8a	7a-8a		:30			NM	6	\$3,810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				10	\$635.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 7a-8a	7a-8a	MTuWThF----	:30		\$635.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
	3	6	10/23/12-10/29/12	M-F 7a-8a	7a-8a	MTuWThF----	:30		\$635.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
	4	6	10/23/12-10/29/12	M-F 7a-8a	7a-8a	MTuWThF----	:30		\$635.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											
	7	6	10/23/12-10/29/12	M-F 7a-8a	7a-8a	MTuWThF----	:30		\$635.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2											

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 572219 /		<u>Alt Order #</u> 09780765
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Product</u> BALDWIN FOR SENATE
<u>Advertiser</u> Baldwin/D/Senate		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/30/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 5	6	10/23/12	10/29/12	M-F 8a-9a	8a-9a		:30			NM	7	\$3,955.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				10	\$565.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 8a-9a	8a-9a	MTuWThF----	:30		\$565.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
	4	6	10/23/12-10/29/12	M-F 8a-9a	8a-9a	MTuWThF----	:30		\$565.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
	6	6	10/23/12-10/29/12	M-F 8a-9a	8a-9a	MTuWThF----	:30		\$565.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
N 6	6	10/23/12	10/29/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	6	10/23/12-10/29/12	M-F 11a-1130a FOX 6	11a-1130a	MTuWThF----	:30		\$300.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
N 7	6	10/23/12	10/29/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$315.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 1130a-12p FOX 6	1130a-12p	MTuWThF----	:30		\$315.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
	2	6	10/23/12-10/29/12	M-F 1130a-12p FOX 6	1130a-12p	MTuWThF----	:30		\$315.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
N 8	6	10/23/12	10/29/12	M-F 3p-330p	3p-330p		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$165.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	6	10/23/12-10/29/12	M-F 3p-330p	3p-330p	MTuWThF----	:30		\$165.00	NM		
				See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29								
N 9	6	10/23/12	10/29/12	M-F 9a-10a	9a-10a		:30			NM	28	\$19,615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$335.00			

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<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> BALDWIN FOR SENATE	<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 08/30/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div>Start Date End Date Weekdays Spots/Week Rate Start/End Time Weekdays Length Rate Type</div>												
1	6	10/23/12-10/29/12	M-F 9a-10a	9a-10a	MTuWThF----		:30		\$335.00	NM		
See MG 9.6,9.7,9.8,9.9,10.9,11.9,12.9,13.9,14.9,15.9,16.9,17.9,18.9,19.9,20.9,21.9,22.9,23.9,24.9,25.9,26.9,27.9,28.9,29.9												
6	6	10/26/12-10/26/12	M-F 9a-10a	9a-10a	-----F----		:30		\$1,250.00	NM		
7	6	10/26/12-10/26/12	M-F 10-11a	10-11a	-----F----		:30		\$625.00	NM		
8	6	10/26/12-10/26/12	M-F 10-11a	10-11a	-----F----		:30		\$625.00	NM		
9	6	10/26/12-10/26/12	M-F 11a-1130a FOX 6	11a-1130a	-----F----		:30		\$1,000.00	NM		
10	6	10/26/12-10/26/12	M-F 3p-330p	3p-330p	-----F----		:30		\$265.00	NM		
11	6	10/26/12-10/26/12	M-F 11a-1130a FOX 6	11a-1130a	-----F----		:30		\$1,000.00	NM		
12	6	10/26/12-10/26/12	M-F 1130a-12p FOX 6	1130a-12p	-----F----		:30		\$1,000.00	NM		
13	6	10/26/12-10/26/12	M-F 10p-1035p	10p-1035p	-----F----		:30		\$1,700.00	NM		
14	6	10/26/12-10/26/12	M-F 10p-1035p	10p-1035p	-----F----		:30		\$1,700.00	NM		
15	6	10/26/12-10/26/12	M-F 1205a-1235a	1205a-1235a	-----F----		:30		\$185.00	NM		
16	6	10/26/12-10/26/12	M-F 1235a-105a	1235a-105a	-----F----		:30		\$100.00	NM		
17	6	10/27/12-10/27/12	Sa 630-7a	630-7a Feker's Klt	-----Sa--		:30		\$340.00	NM		
18	6	10/27/12-10/27/12	Sa 1230p-1p	1230p-1p	-----Sa--		:30		\$350.00	NM		
19	6	10/27/12-10/27/12	Sa 1p-2p	1p-2p	-----Sa--		:30		\$350.00	NM		
20	6	10/28/12-10/28/12	Su 630-7a	630-7a	-----Su		:30		\$300.00	NM		
21	6	10/28/12-10/28/12	Su 7a-8a	7a-8a	-----Su		:30		\$1,000.00	NM		
22	6	10/28/12-10/28/12	Su 8a-9a	8a-9a	-----Su		:30		\$1,000.00	NM		
23	6	10/28/12-10/28/12	Su 1105p	1105p-1135p	-----Su		:30		\$385.00	NM		
24	6	10/28/12-10/28/12	Su 1135p-1235a	1135p-1235a	-----Su		:30		\$350.00	NM		
25	6	10/29/12-10/29/12	M-F 9a-10a	9a-10a	M-----		:30		\$1,250.00	NM		
26	6	10/29/12-10/29/12	M-F 9a-10a	9a-10a	M-----		:30		\$1,250.00	NM		
27	6	10/29/12-10/29/12	M-F 10-11a	10-11a	M-----		:30		\$625.00	NM		
28	6	10/29/12-10/29/12	M-F 10-11a	10-11a	M-----		:30		\$625.00	NM		
29	6	10/29/12-10/29/12	M-F 11a-1130a FOX 6	11a-1130a	M-----		:30		\$1,000.00	NM		
30	6	10/29/12-10/29/12	M-F 4p-430p	4p-430p	M-----		:30			NM	4	\$1,260.00

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Advertiser Baldwin/D/Senate		Original Date / Revision 08/30/12 / 10/25/12

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Week:		10/23/12	10/29/12	MTWTF--				5	\$315.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 4p-430p	4p-430p	MTuWThF----	:30		\$315.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 11	6	10/23/12	10/29/12	M-F 430p-5p	430p-5p		:30			NM	4	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$385.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	6	10/23/12-10/29/12	M-F 430p-5p	430p-5p	MTuWThF----	:30		\$385.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 12	6	10/27/12	10/27/12	Sa 6p News	6-630p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$435.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/22/12-10/28/12	Sa 6p News	6-630p	-----Sa--	:30		\$435.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 13	6	10/28/12	10/28/12	Su 530-6p News	530-6p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$435.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/22/12-10/28/12	Su 530-6p News	530-6p	-----Su	:30		\$435.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 14	6	10/28/12	10/28/12	Su 5-530p News	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$435.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/22/12-10/28/12	Su 5-530p News	5-530p	-----Su	:30		\$435.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 15	6	10/23/12	10/29/12	M-F 5p-530p	5p-530p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 5p-530p	5p-530p	MTuWThF----	:30		\$500.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
	3	6	10/23/12-10/29/12	M-F 5p-530p	5p-530p	MTuWThF----	:30		\$500.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
	5	6	10/23/12-10/29/12	M-F 5p-530p	5p-530p	MTuWThF----	:30		\$500.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 16	6	10/23/12	10/29/12	M-F 530p-6p	530p-6p		:30			NM	3	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$485.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	6	10/23/12-10/29/12	M-F 530p-6p	530p-6p	MTuWThF----	:30		\$485.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
	5	6	10/23/12-10/29/12	M-F 530p-6p	530p-6p	MTuWThF----	:30		\$485.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.2												
N 17	6	10/23/12	10/29/12	M-F 6p-630p	6p-630p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$550.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 572219 /		<u>Alt Order #</u> 09780765
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> BALDWIN FOR SENATE	<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 08/30/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1	6	10/23/12-10/29/12		M-F 6p-630p	6p-630p	MTuWThF----	:30		\$550.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29												
2	6	10/23/12-10/29/12		M-F 6p-630p	6p-630p	MTuWThF----	:30		\$550.00	NM		
See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29												
N 18	6	10/23/12	10/29/12	M-F 630p-7p	630p-7p		:30			NM	3	\$1,130.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$565.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 6 10/23/12-10/29/12 M-F 630p-7p 630p-7p MTuWThF---- :30 \$565.00 NM See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29 4 6 10/23/12-10/29/12 M-F 630p-7p 630p-7p MTuWThF---- :30 \$565.00 NM See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29 5 6 10/23/12-10/29/12 M-F 630p-7p 630p-7p MTuWThF---- :30 \$565.00 NM See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29 6 6 10/25/12-10/25/12 FOX MLB Rainout prime 630p-7P ----Th----- :30 \$0.00 NM												
Ⓢ Bonus												
N 19	6	10/23/12	10/29/12	M-F 1035p-1105p	1035p-1105p		:30			NM	4	\$1,740.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$435.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 6 10/23/12-10/29/12 M-F 1035p-1105p 1035p-1105p MTuWThF---- :30 \$435.00 NM See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29												
N 20	6	10/23/12	10/29/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$1,200.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 3 6 10/23/12-10/29/12 M-F 10p-1035p 10p-1035p MTuWThF---- :30 \$1,200.00 NM See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29 4 6 10/23/12-10/29/12 M-F 10p-1035p 10p-1035p MTuWThF---- :30 \$1,200.00 NM See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20,9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29												
N 21	6	10/27/12	10/27/12	Sa 8a-9a	8a-9a		:30			NM	1	\$315.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$315.00												
N 22	6	10/28/12	10/28/12	Su 8a-9a	8a-9a		:30			NM	1	\$335.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$335.00												
Totals											95	\$51,305.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	70	\$36,685.00	\$31,182.25
10/29/12 -10/29/12	25	\$14,620.00	\$12,427.00
Totals	95	\$51,305.00	\$43,609.25

Signature: _____ Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WITI - TV

Date:

10/22/12

I, Shorr Johnson Magnus,
being/on behalf of: Tammy Baldwin, a legally
qualified candidate of the Democratic political
party for the office of: US Senate
in the General
election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/23/12 - 10/29/12					

Total Charges:

\$64,009.25

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tammy Baldwin for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

David Newby, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/25/12
Date

The DK
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CASH ONLY IF ALL CheckLock™ SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPYING

SHORR JOHNSON MAGNUS
MEDIA ACCOUNT

1831 Chestnut Street, 6th Floor
Philadelphia, PA 19103
(215) 567-4080 FAX (215) 567-2108

FIRST TRUST SAVINGS BANK
8-73802360

4428

10/22/2012

PAY TO THE
ORDER OF

Sixty-Four Thousand Nine and 25/100

\$ **64,009.25

WITI-TV

DOLLARS

MEMO Baldwin



A TAMPER RESISTANT TONER AREA

[Handwritten Signature]

⑈004428⑈ ⑆236073801⑆ ⑈0909484⑈

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Details on Back

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